

Orig 1 Bureau

BBB Plans 'Facility' in Washington

SAN FRANCISCO
Better Business Bureau activity will be expanded with the opening of an office for consumer affairs in Washington next September, it was announced here last week.

This office will maintain liaison with government departments and agencies, the Congress, and national consumer and business organizations, it was learned at sessions of the Association of Better Business Bureaus International.

The expansion is needed by the BBB, a network of 126 bureaus which has long served the consumer at the neighborhood level, "right where he needs it," said Charles H. Kellstadt, Association chairman.

The office should better be called a facility and it will not be a lobbying activity, Victor H. Nyborg, Association president, said later. The capital already has its own local bureau.

Nor is the BBB interested in action on the auto safety program other than to provide facts and to point out any advertising claims which might not give the true picture on motor safety, Nyborg said.

Today's greatest source of complaints is in the home improvement field, it was pointed out.

Last year the BBB reviewed

and investigated 50,772 advertisements in all media, 6,000 more than in 1964. Of these 22,357 required contact with advertisers and 17,987 with media.

A BBB Foundation is being formed to support and direct the operations for the consumer affairs office in the national capital.

Ovetá Culp Hobby, publisher of the *Houston Post*, is a member of the Foundation board.

Plans include an annual conference of consumer affairs.